George V. Allen's speech before the Burley and Dark Leaf Tobacco Export Association was the subject of newspaper and wire service reports.

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WINSTON-SALEM JOURNAL
Winston-Salem, North Carolina
October 3, 1962

Misleading Opinions On Smoking Stressed

From Journal Wire Reports

ASHEVILLE — Tobaccomen "have a right and duty to see that the public is not misled" in statements about smoking and health, the president of the Tobacco Institute said here yesterday.

George V. Allen told the Burley and Dark Leaf Export Association "We must help the public . . . to distinguish between what is actually established as scientific fact and what flows out as opinion and theory" about tobacco and health.

Allen, a former director of the U. S. Information Agency, said smoking is one of the various factors that should be studied further.

"Singling out tobacco," he added, "is not an accurate reflection of over-all research findings."

"Easy Answer"

"In these troubled times, it seems, the public often settles for the easy answer to a complex problem," Allen declared. "We all know the public is being told that the major cause of lung cancer has been found, despite the research work that does not support this belief. It is our job . . . to make sure that scientists have the opportunity to discover the real causes—and that the public not be stampeded into accepting easy answers that may turn out to be misleading or false."

Allen told the gathering that the "element of quality" is strongly in favor of U. S. tobacco in foreign markets. He said U. S. farmers "grow the finest tobacco in the world for cigarettes, pipe-smoking and snuff."

Foreign consumers have shown, he said, "their preference is for our familiar brands of cigarettes and the tobacco that goes into them."

A federal official told the association the rate of increase in cigarette smoking in the United States so far this year was less than in 1961 and that "many health and tobacco scare news stories" might be responsible.

The report was given by Art G. Conover, statistician for the Economic Research Service of the U.S. Agriculture Department.

Conover said that so far this year cigarette smoking in the United States had increased only about two per cent. He said the annual rate of increase over the past six years had been from three to six per cent.

Data Insufficient

He said there was not now sufficient data to identify the reason for the slowup. But he said "certainly, this year with its many health and tobacco scare-news stories — the most we have seen since 1953 and 1954 — must have had an influence."

Conover said, "It is my own feeling that some of this slowup can be reflected in the investigation which our own U.S. surgeon general has ordered."

He added, "I believe that this is particularly true for the people who read, and there has been so much pro and con, mostly con, on the health issue, this is a problem which cannot be glossed over."

UPI-68
(TOBACCO)

ASHEVILLE, N.C. -- THE PRESIDENT OF THE U.S. TOBACCO INSTITUTE SAID HERE TODAY THERE IS A NEED TO "HELP THE PUBLIC SEPARATE FACT FROM FICTION" CONCERNING TOBACCO AND HEALTH.

GEORGE V.ALLEN, WHO IS A FORMER DIRECTOR OF THE U.S. INFORMATION AGENCY, MADE THE STATEMENT AT A CONVENTION OF THE BURLEY AND DARK LEAF TOBACCO EXPORT ASSOCIATION.

NOTING THAT STATEMENTS CONCERNING SMOKING AND HEALTH ARE BEING WIDELY PUBLICIZED ABROAD AS WELL AS IN THE UNITED STATES, ALLEN SAID, "WE MUST HELP THE PUBLIC... TO DISTINGUISH BETWEEN WHAT IS ACTUALLY ESTABLISHED AS SCIENTIFIC FACT AND WHAT FLOWS OUT AS OPINION AND THEORY."

HE SAID THE PUBLIC OFTEN SETTLES FOR AN "EASY ANSWER" TO COMPLEX PROBLEMS.

"WE ALL KNOW THE PUBLIC IS BEING TOLD THAT THE MAJOR CAUSE OF LUNG CANCER HAS BEEN FOUND, DESPITE THE RESEARCH WORK THAT DOES NOT SUPPORT THIS BELIEF. IT IS OUR JOB... TO MAKE SURE THAT SCIENTISTS HAVE THE OPPORTUNITY TO DISCOVER THE REAL CAUSES -- AND THAT THE PUBLIC NOT BE STAMPEDED INTO ACCEPTING 'EASY' ANSWERS THAT MAY TURN OUT TO BE MISLEADING OR FALSE."

HE SAID SINGLING OUT TOBACCO AS A CAUSE FOR LUNG CANCER "IS NOT AN ACCURATE REFLECTION OF OVERALL RESEARCH FINDINGS."

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Source: https://www.industrydocuments.ucsf.edu/docs/frnk0000